

Claims

- [c1] A method for providing a dynamically variable backdrop for a press conference comprising the steps of:
- generating at a first time a first set of video control signals to drive a video display monitor utilized as a press conference backdrop to display both a backdrop background and a first marketing display; and
- generating at a second time a second set of video control signals to drive the video display monitor to display both the backdrop background and a second marketing display different from the first marketing display.
- [c2] The method of claim 1 further comprising the step of:
- operating the video display monitor in a split screen mode and utilizing an additional video source to generate an additional set of video signals to drive a portion of the display monitor separately from the portion driven by the first set of video control signals.
- [c3] The method of claim 2 wherein the additional video source is utilized to generate video signals causing a display on the display monitor of a replay of a portion of a game which preceded the press conference.
- [c4] The method of claim 1 further comprising the step of:
- utilizing a controller to interact with the video display monitor in real time.
- [c5] The method of claim 1 further comprising the step of:
- disassembling the press conference backdrop after the press conference is completed.
- [c6] The method of claim 1 further comprising the step of:
- packing the press conference backdrop in a protective transport container.
- [c7] The method of claim 6 further comprising the step of:
- transporting the press conference backdrop packed in the protective container.
- [c8] The method of claim 1 wherein the backdrop background is a solid color and the first marketing display is a team logo, a sponsor logo, a text message or some combination thereof.

- [c9] The method of claim 1 wherein the first marketing display is a paid sponsor message which is displayed for a first predetermined period of time.
- [c10] The method of claim 9 wherein the second marketing display is a paid sponsor message which is displayed for a second predetermined time.
- [c11] The method of claim 1 wherein the first marketing display is a team logo or a text message promoting a team's ticket sales.
- [c12] The method of claim 3 further comprising the step of:
utilizing a controller by a speaker being interviewed in the press conference to interact with the replay of a portion of the game.
- [c13] The method of claim 4 wherein said interaction comprising controlling a pointer on the video display or zooming in or zooming out from a selected area of the video display.
- [c14] The method of claim 1 further comprising the step of:
forming the press conference backdrop from two or more video display monitors.
- [c15] The method of claim 14 further comprising the step of:
utilizing a mask member having coloration consistent with the backdrop background to overlay portions of housings of the monitors to present a consistent and visually uninterrupted backdrop background.
- [c16] Apparatus for providing a dynamically variable backdrop for a press conference comprising:
means for generating at a first time a first set of video control signals to drive a video display monitor utilized as a press conference backdrop to display both a backdrop background and a first marketing display; and
means for generating at a second time a second set of video control signals to drive the video display monitor to display both the backdrop background and a second marketing display different from the first marketing display.
- [c17] The apparatus of claim 16 further comprising:
means for causing the video display monitor to operate in a split screen mode

and an additional video source to generate an additional set of video signals to drive a portion of the display monitor separately from the portion driven by the first set of video control signals.

- [c18] The apparatus of claim 17 wherein the additional video source is utilized to generate video signals causing a display on the display monitor of a replay of a portion of a game which preceded the press conference.
- [c19] The apparatus of claim 16 further comprising:
a controller allowing a user to interact with the video display monitor in real time.
- [c20] The apparatus of claim 16 further comprising:
a mobile cart for supporting the video display monitor in a manner whereby said apparatus can be readily disassembled after the press conference is completed.
- [c21] The apparatus of claim 16 further comprising:
a protective transport container for packing the press conference backdrop for shipping.
- [c22] The apparatus of claim 16 wherein the backdrop background is a solid color and the first marketing display is a team logo, a sponsor logo, a text message or some combination thereof.
- [c23] The apparatus of claim 16 wherein the first marketing display is a paid sponsor message which is displayed for a first predetermined period of time.
- [c24] The apparatus of claim 23 wherein the second marketing display is a paid sponsor message which is displayed for a second predetermined time.
- [c25] The apparatus of claim 16 wherein the first marketing display is a team logo or a text message promoting a team's ticket sales.
- [c26] The apparatus of claim 18 further comprising:
a controller utilized by a speaker being interviewed in the press conference to interact with the replay of a portion of the game.

- [c27] The apparatus of claim 19 wherein the controller allows the speaker to control a pointer on the video display or to zoom in or zoom out from a speaker in a selected area of the video display.
- [c28] The apparatus of claim 16 wherein the press conference backdrop is formed from two or more video display monitors.
- [c29] The apparatus of claim 28 further comprising:
a mask member having coloration consistent with the backdrop background to overlay portions of housings of the monitors to present a consistent and visually uninterrupted backdrop background.
- [c30] A portable system for providing a dynamically variable backdrop for a press conference comprising:
a dynamically variable display comprising a plasma display monitor having an input panel;
a video computer control signal generator connected to the input panel and providing a video signal to control the plasma display monitor, said video computer programmed to generate a background backdrop suitable for use as a backdrop for a press conference for display over the bulk of the surface of the plasma display monitor and to generate an advertising indicia for display over a smaller portion of the surface of the display monitor; and
a support to hold the plasma display monitor in a desired location behind a speaker to be interviewed in the press conference.
- [c31] The system of claim 30 wherein said support is a plasma display holding mobile cart.
- [c32] The system of claim 31 further comprising a protective shipping trunk for the plasma display monitor and a protective shipping trunk for the plasma display holding mobile cart.
- [c33] The system of claim 30 wherein the dynamically variable display comprises at least two plasma display monitors arranged side by side.
- [c34] The system of claim 30 wherein the dynamically variable display comprises at

least two plasma display monitors arranged vertically side by side.

[c35] The system of claim 30 further comprising:
an additional video signal input device.

[c36] A method for providing a dynamically variable backdrop comprising the steps of:

- generating at a first time a first set of video control signals to drive a video display monitor utilized as a backdrop to display both a backdrop background and a first marketing display; and
- generating at a second time a second set of video control signals to drive the video display monitor to display both the backdrop background and a second marketing display different from the first marketing display.